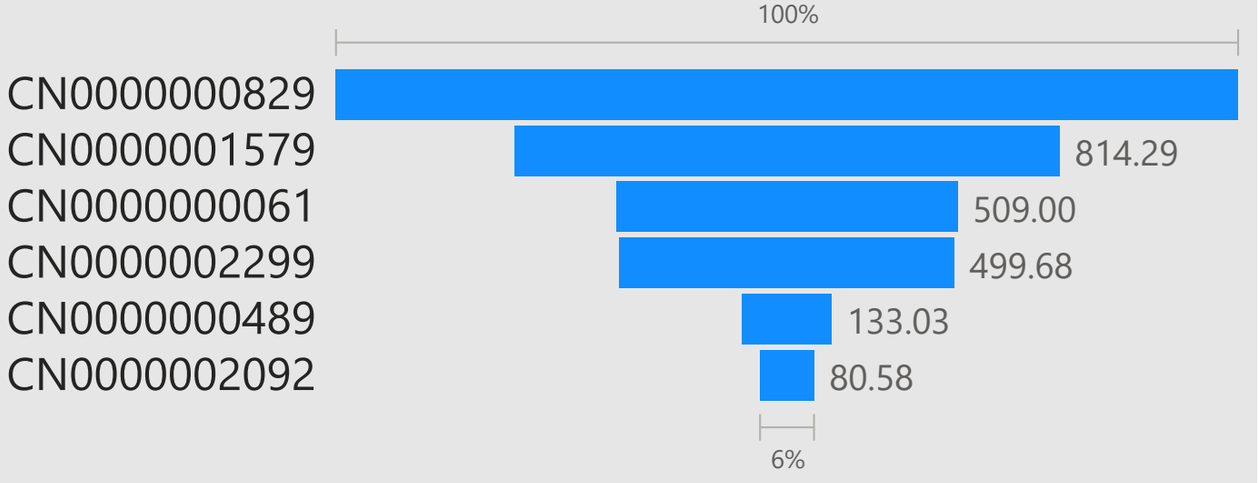
WebBeds

Which Customer ID has been the most profitable in FEB?

Most profitable Customers in FEB.



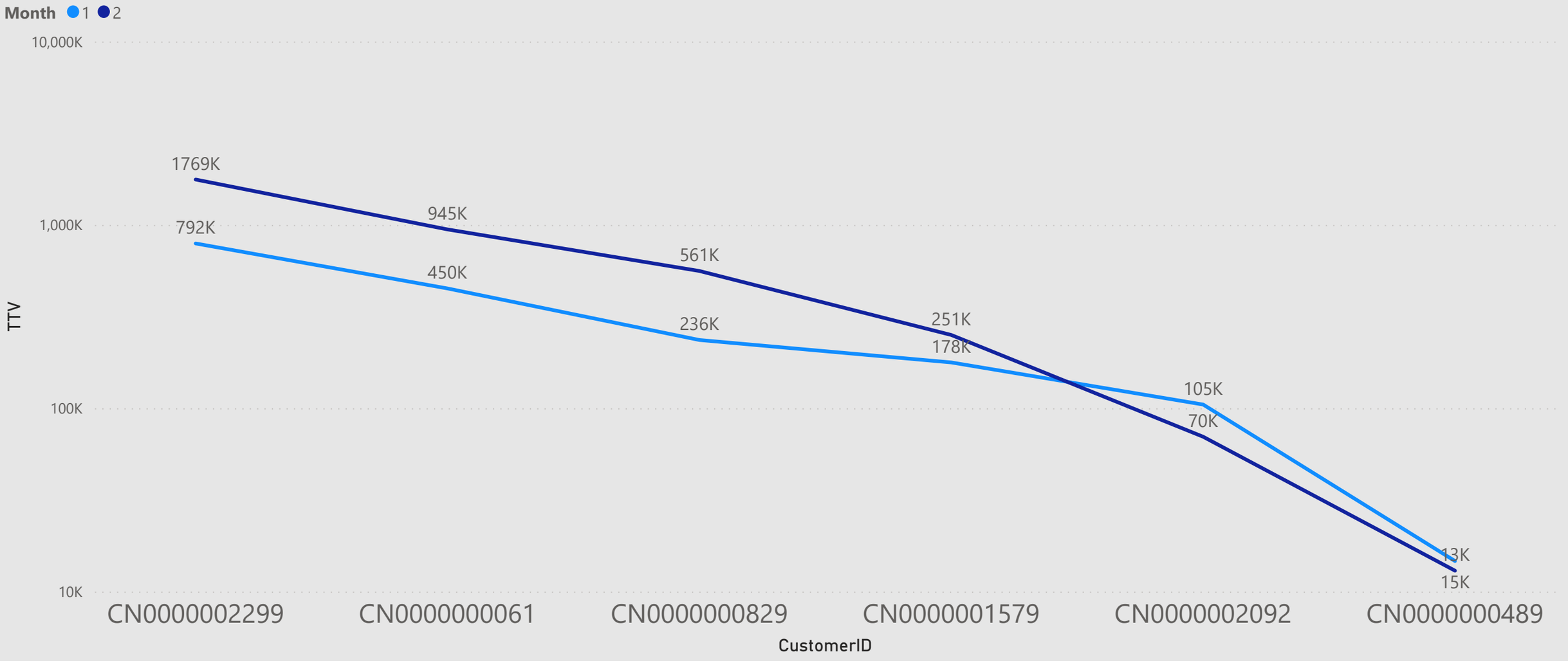
Most profitable Customer ID in FEB.

CN0000000829

WebBeds

Which Customers (if any) have declined in TTV from JAN to FEB?

TTV by CustomerID and Month



What is the total number of bookings created in JAN & FEB (separate + total)

Total number of bookings created in JAN.	Total number of bookings created in FEB.
13074	24719

total number of bookings created in JAN. & FEB.
37793

WebBeds

Which Customer has the lowest Profit Margin (%) and which one the Highest in FEB.

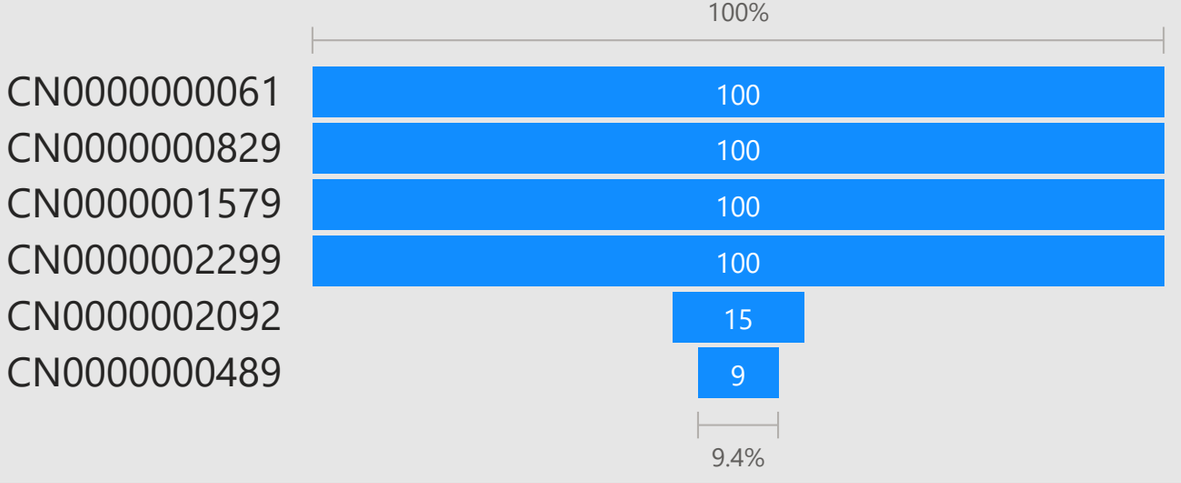
Highest customer has PROFIT MARGIN %

100.00

Lowest customer has PROFIT MARGIN %

-49.60

Highest customers have PROFIT MARGIN %



Lowest customers have PROFIT MARGIN %

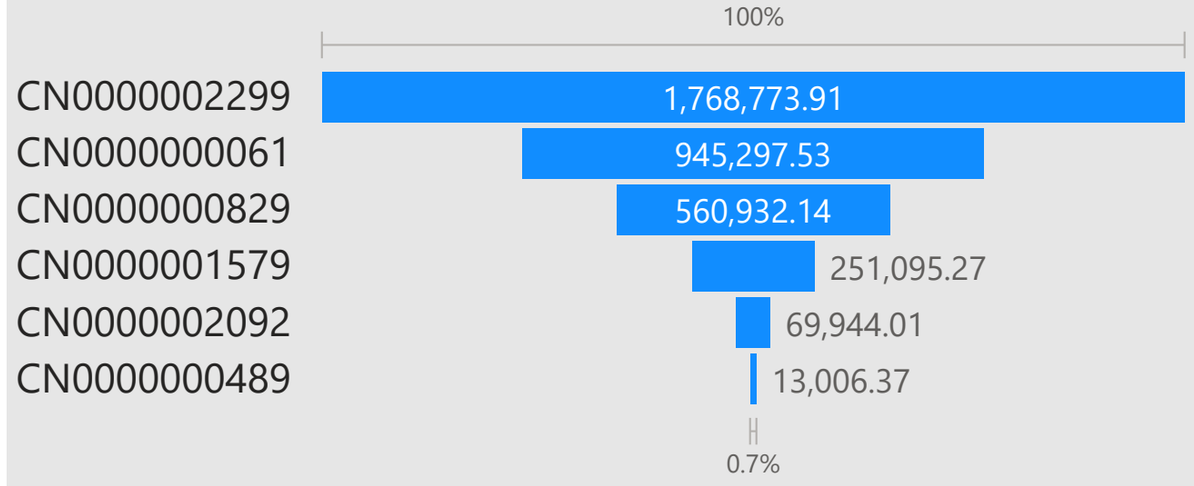
CN0000000061	-49.60
CN0000002299	-41.24
CN0000000829	-40.72
CN0000000489	0.00
CN0000001579	0.00
CN0000002092	0.00

Did the Customer with the lowest Profit margin, generate the highest TTV in FEB? Share your observations on the profit?

Lowest customers have PROFIT MARGIN %

CN0000000061	-49.60
CN0000002299	-41.24
CN0000000829	-40.72
CN0000000489	0.00
CN0000001579	0.00
CN0000002092	0.00

Highest customers have TTV

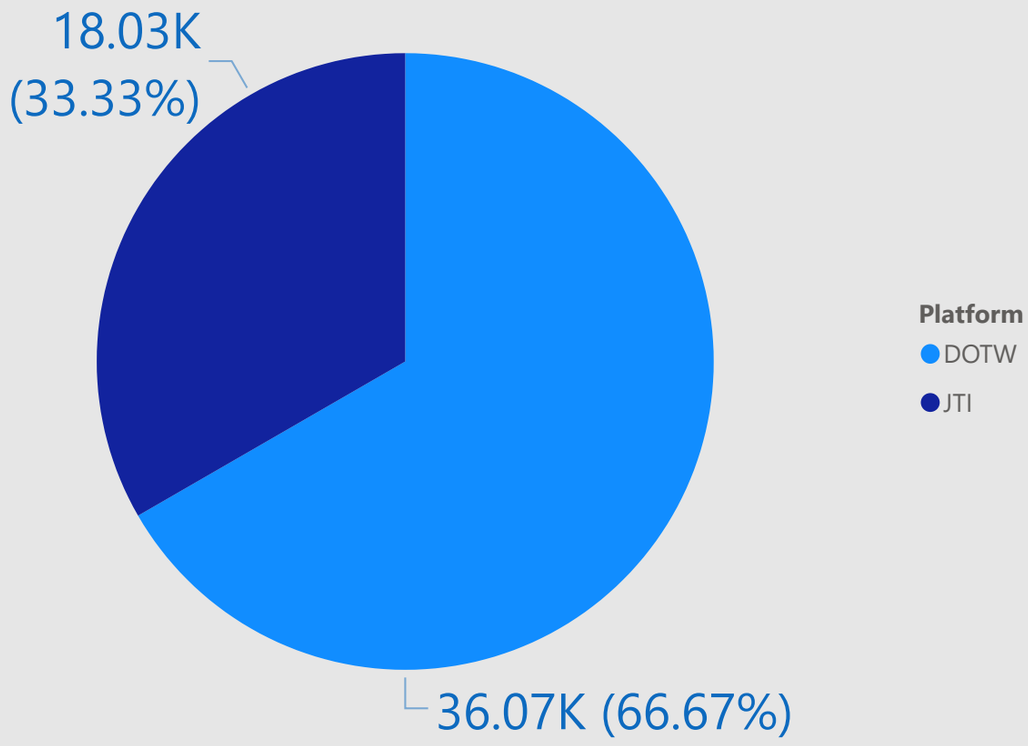


No the lowest customer has profit margin did not generate the highest TTV in FEB.
My observations on the profit is the lowest profit margin customers tend to have the highest TTV.

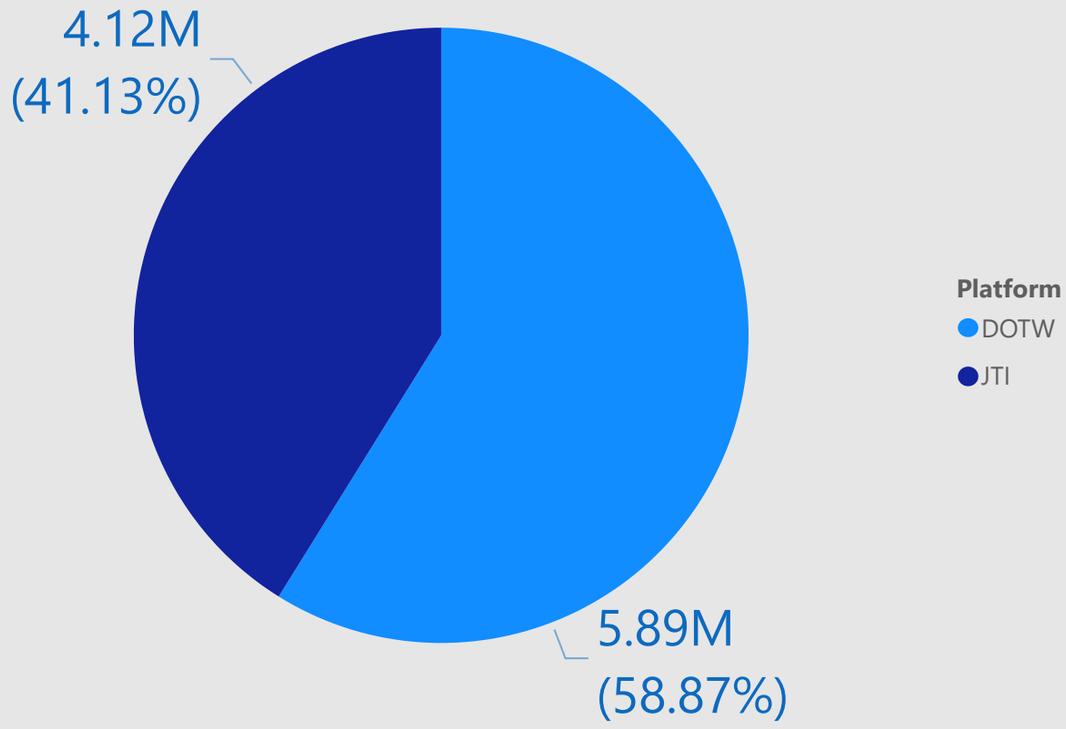
"The customers that have the most revenue are the ones how have the cost the company (lost)"

Which Platform had most bookings? Highest TTV?

The DOTW Platform had most bookings



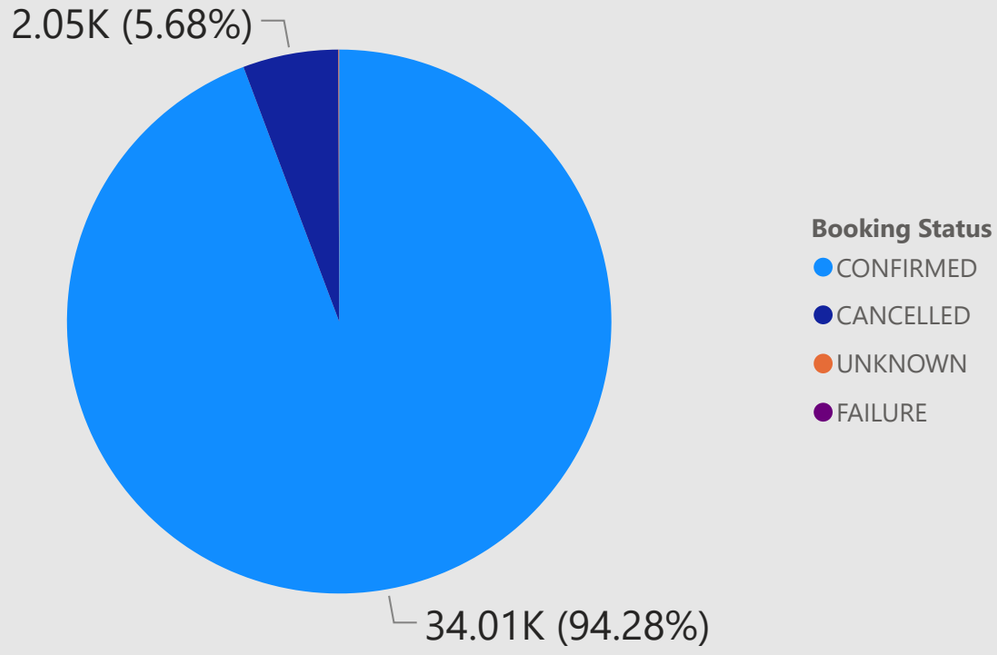
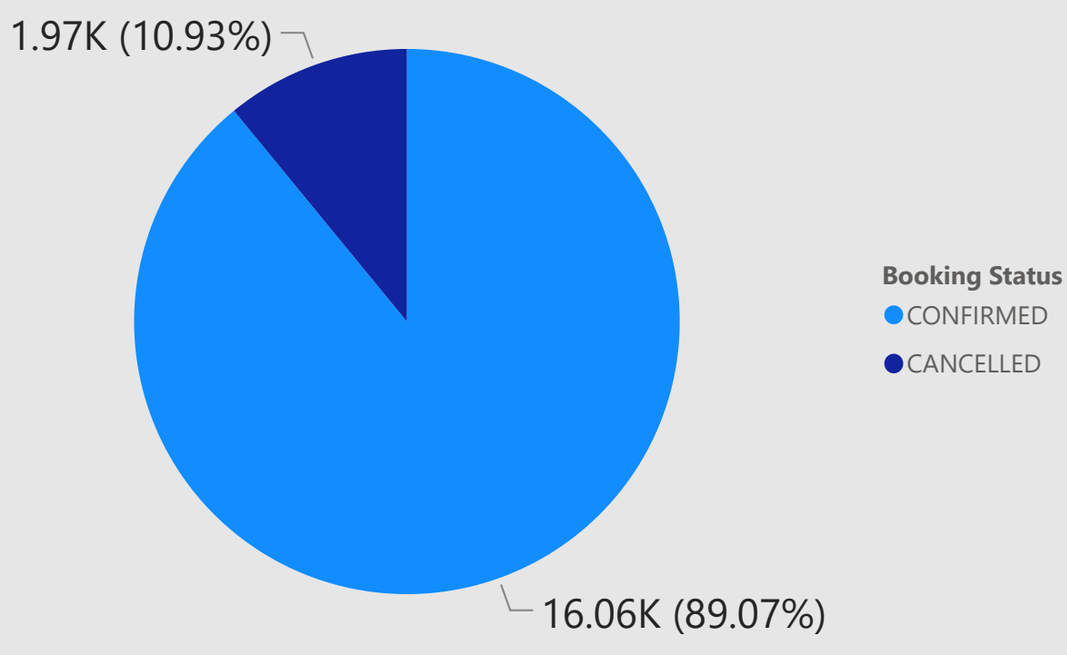
Ratio Platforms in TTV



WebBeds

What is the average cancelled / confirmed ratio (%) per platform?

Ratio of DOTW Platform by Booking Status



Ratio of JTI Platform by Booking Status